

# MICHIGAN HEALTH ENDOWMENT FUND

## 2020 NUTRITION & HEALTHY LIFESTYLES REQUEST FOR PROPOSALS

### 2020 NUTRITION & HEALTHY LIFESTYLES GRANT TIMELINE

|                 |  |
|-----------------|--|
| March 3, 2020   | Grantee portal open to applicants                |
| March 12, 2020  | Informational webinar                            |
| March 23, 2020  | Concept papers due by 5 p.m. (highly encouraged) |
| March 24, 2020  | Evaluation webinar                               |
| April 30, 2020  | Applications due by 5 p.m.                       |
| August 13, 2020 | Award notifications                              |
| August 18, 2020 | Grants processed                                 |

### A. PROGRAM OVERVIEW

Michigan boasts one of the most agriculturally diverse economies in the country, yet our rate of food insecurity is higher than the national average. Poor nutrition and a lack of physical activity contribute to the prevalence of childhood obesity, which can lead to a host of chronic health issues and other challenges, from diabetes to poor academic performance. Moreover, low-income communities are often disproportionately affected, leaving too many already disadvantaged children and older adults even further behind.

The goal of the Michigan Health Endowment Fund is to improve the health and wellness of Michigan children and older adults. To achieve this goal, the Nutrition and Healthy Lifestyles team seeks proposals that intend to reduce obesity; increase healthy food access; reduce health disparities; and/or bridge healthy lifestyles, healthy aging, and healthy behaviors.

**Potential obesity reduction and health management activities** include, but are not limited to:

- Healthy eating interventions for children or older adults.
- Physical activity interventions for children or older adults.
- Evidence-based initiatives that improve nutrition, infant feeding, physical activity, and screen time in early care and education settings.
- School health approaches to promote healthy eating and physical activity among children, including social-emotional learning strategies.
- Initiatives that promote the use of pre-existing trails, green spaces, and public facilities.

**Potential healthy food access activities** include, but are not limited to:

- Systemic approaches to expand the availability of healthy food.
- Initiatives that improve fruit and vegetable consumption through price, placement, and promotional activities in retail settings that serve children or older adults.
- Voluntary healthy food service guidelines or sodium standards in institutions that serve children or older adults. For example, congregate meals for seniors and food served in after school programs.
- Food as Medicine programs including, but not limited to, food prescription programs and culinary medicine.
- Policy initiatives that increase access to healthy food.

**Potential health disparity reduction activities** include, but are not limited to:

- Interventions that increase access to healthy food and physical activities for communities with disproportionate barriers to health.
- Creation and/or expansion of adaptive sports and inclusive recreation.
- Evidence-based breastfeeding interventions.
- Initiatives that address the social determinants of obesity and healthy food access.

Many projects will fall into more than one of these categories.

### **CROSS-CUTTING GOALS**

The Health Fund has identified two cross-cutting goals to improve health in Michigan. While these two goals are essential to the work of the Health Fund, projects that are not able to address them will still be considered.

### **INTEGRATION**

Nutritious food and physical activity are foundational to children’s development and remain critical to their health throughout their lives. However, diet and exercise are often afterthoughts in community and clinical settings, and school nutrition is too often lacking. The Health Fund supports the integration of nutrition and physical activity in community and clinical settings, as well as school-based programs that shape healthy habits and provide access to healthy food.

### **WORKFORCE DEVELOPMENT**

Health professionals often need training and resources to add nutrition-based approaches to their practices. The Health Fund supports projects that will equip doctors, nurses, and other clinical professionals to administer prescription for health, food pharmacies, and other approaches focused on nutrition, food access, and physical activity. We are also interested in efforts that better equip education professionals and other community professionals to support promising nutrition and physical activity efforts in their respective fields.

## B. MEASURABLE HEALTH OUTCOMES

To be considered for funding, all proposals must identify basic evaluation plans including **measurable health outcomes**, with the understanding that not all health outcomes may be achieved within the grant period. While some outcomes may be specific to your program or project, the Health Fund strongly encourages applicants to use indicators that demonstrate effectiveness of the interventions in terms of systemic, behavioral, or biological changes. These indicators could include:

- Physical activity minutes
- Fruit and vegetable consumption
- Behavioral change
- Local sales data
- Body mass index measurements pre- and post-intervention in clinical settings

For projects that benefit health in less measurable ways, we ask you to provide a detailed qualitative evaluation describing your program's impact.

**All proposals are required to submit a document outlining a proposed project evaluation approach. This document should not exceed 3 pages in length.** This evaluation approach could be a logic model, a theory of change, or another format. The document should describe the relationship between project activities, outputs, short- and long-term outcomes, and overall impact(s). Templates are provided at this [link](#).

**All applicants should also be prepared to answer the following questions:**

- What are the intended outcomes or impacts of your proposed initiative?
- How will the proposed activities achieve the intended short- and long-term outcomes, and overall impact(s)?
- How will project outputs, outcomes, and impact(s) be measured? (if possible, include the data source)
- If addressing one or both of the Health Fund's crosscutting goals, how will the project impact that goal?
- If the project will reduce the cost of healthcare, how will it do so?

## C. RESOURCES

The following resources might be useful tools to consider as you develop a proposal. This is not an exhaustive list and is intended as a sample:

- [The ALICE Project](#)
- [Food Access in Michigan Project \(FAIM\)](#)
- [Kids Count](#)
- [Michigan County Health Rankings](#)
- [Michigan Good Food Charter](#)
- [Michigan Model for Health](#)

- [Prescription for Health Implementation Guide](#)
- [Project Healthy Schools](#)
- [Self-Sufficiency Standard for Michigan](#)
- [What Is Culinary Medicine and What Does It Do?](#)
- [Whole School, Whole Child, Whole Community \(WSCC\) Model](#)

## D. ELIGIBILITY AND CRITERIA

### APPLICANT REQUIREMENTS

To be eligible to apply for a grant under this program, a nonprofit organization must:

- Be recognized by the Internal Revenue Service as a nonprofit organization;
- Be based in Michigan;
- Have a current certified financial audit; and
- Have at least 1 FTE.

Local units of government and the State of Michigan are also eligible to apply.

### PROPOSAL REQUIREMENTS

To be considered for a grant, a proposal must:

- **Support new or enhanced programs or strategies.** Proposals will not be considered if funds would be used to maintain an existing program or used solely to fill a budget gap for current services.
- **Identify a clear path to long-term sustainability.** Applicants must demonstrate how the grant activities would be sustained outside the grant period. This could include strategies that seek to inform public policy.
- **Have potential for replication or broad-reaching impact.** Proposals will not be considered if the initiative only impacts one organization or one program and does not have the ability to be replicated or broadened to impact larger systems.

### EXCLUDED FROM FUNDING CONSIDERATION

- Health-related emergencies (the Health Fund might in some situations consider support to address longer-term rebuilding or other needs following emergency situations)
- Clinical research
- Capital projects
- Ongoing program operations and staffing
- Loans
- Litigation
- Lobbying activities
- Organizations that discriminate because of age, race, ethnic origin, religion, sexual orientation, disability, or gender

## CRITERIA FOR REVIEW

The Health Fund will use the following criteria in reviewing applications:

- **Strategic alignment.** The project aligns with the Health Fund’s mission, strategies, and goals and focuses on improving the health of Michigan children and/or older adults.
- **Long-term impact.** The project has the potential to achieve significant long-term impact by implementing effective models or supporting needed innovation.
- **Clear outcomes.** The project has clear outcomes and the potential to have a measurable impact in improving health.
- **Unmet need.** The project has the ability to address an unmet need and focus on populations that face disproportionate barriers to improved health.
- **Sustainability.** The project has the potential to be sustainable after the end of the grant period.
- **Collaboration.** The project demonstrates collaboration, including leveraging of other resources.
- **Replication potential.** The project has potential for replication in other settings, including opportunities to learn, disseminate knowledge and inform public policy.

The Health Fund board of directors has sole responsibility for all grant decisions.

## HELPFUL TIPS

- **Clearly identify the issue you will be addressing.** You will be asked to submit a two-sentence “elevator pitch” describing the key issues your initiative will address. Limit the use of buzzwords and jargon in favor of plain language that accurately describes your intended impact.
- **Consider including a logic model or theory of change.** These tools not only help our reviewers better understand how the project connects to the intended outcomes, but they also help applicants better visualize project logistics and potential impact.
- **The why and how of evaluation.** While we understand that you may not have everything firmly set, funding will be awarded to projects with robust evaluation plans and a strong sense of how to measure program goals. We highly recommend setting aside funds for evaluation in your budget.

## E. GRANT AMOUNT

The Health Fund expects to award grants up to \$500,000. An organization may not apply for a grant that is larger than 20% of its annual operating budget.

No more than 10% of the total grant budget may be allocated to indirect/administrative costs.

You may apply for a one- or two-year grant, but the **total** request is limited to \$500,000. Please be sure to clearly identify your funding requests per year in your proposal.

The Health Fund anticipates awarding a total of \$7,000,000 for this initiative.

## F. APPLICATION PROCESS

### CONCEPT PAPERS

The Health Fund strongly encourages concept paper submissions of up to two single-spaced pages in Word or as a PDF for review and feedback prior to submission. While not required, previous applicants have stated this process was very helpful in development of a full proposal.

The concept paper should include the following sections in this order:

- 1) Project title
- 2) Applicant name
- 3) Description of health problem, including groups and localities that experience disproportionate impact
- 4) Description of proposed intervention, including measurable outcomes
- 5) Key collaborative partners and their roles
- 6) Information specific to either of the Health Fund's cross-cutting goals (workforce development or integration—more information in Section A)
- 7) Sustainability plan
- 8) Description of potential for replication, sharing of knowledge, or to inform policy.
- 9) Estimated budget (Note: a detailed budget breakdown is not required. However, please include an overview of what the budget would cover.)

Concept papers should be sent to [sharon@mihealthfund.org](mailto:sharon@mihealthfund.org) and **must be submitted before 5:00 p.m. on March 23, 2020**. We expect to receive a large number of concept papers and will respond as quickly as possible in the order they were received.

Concept papers received after the deadline will not be reviewed.

### APPLICATIONS

Applications must be submitted electronically through the Health Fund website using the [grant portal](#).

**Note: The portal requires you to use Google Chrome.**

Applicants will first be required to create an account. It may take 48 hours for your account to be approved. Once approved you will receive login credentials via email.

While the grantee portal does not have a word limit function, we require applicants to keep the total narrative within the equivalent of 10 pages using standard 12-point type and one-inch margins. Applicants are also required to create a work plan (sample provided in [this document](#)). Please note: the work plan does not count toward the 10-page limit.

**Full proposals must be submitted by 5:00 p.m. on April 30, 2020. Proposals received after the deadline will not be considered.**